

MANAGEMENT PROGRAMME

Term-End Examination

December, 2022

MS-006 : MARKETING FOR MANAGERS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Answer any **three** questions from Section A.
Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) Explain the term Marketing. Discuss the elements of Marketing Mix and their role in strategy development.
- (b) Discuss the major objectives of Sales Promotion. Explain some of the sales promotions directed at customers, which can be used by a scooter manufacturer.

2. (a) What are the major sources of secondary data that a manager can access ? Comment on the disadvantages of using secondary data in the decision-making process.
- (b) Discuss the major factors that you would consider in designing marketing organisation for a firm dealing in automotive batteries.
3. (a) What pricing strategy would you follow and why for the following ?
- (i) Denim jeans for youth
- (ii) Branded handbags for women ?
- (b) What is a Brand ? How does branding of products help a firm in its marketing effort ? Explain with an example.
4. Write short notes on any **three** of the following :
- (a) Reasons for growth of Service sector
- (b) Problems of conducting Marketing Research
- (c) Any model of consumer behaviour
- (d) Product line decisions
- (e) Setting advertising objectives

SECTION B

5. In a bid to strengthen its market share, Ashu International is gearing up for an aggressive expansion of its appliances portfolio especially in the Southern region. The company has also roped in a well-known South Indian actor as its new brand ambassador to endorse its new range of appliances.

The company is launching as many as 67 new products in the home and kitchen appliances segment which includes gas cooktops, induction cooktops, mixer-grinders, rice cookers, wet grinders, air coolers and smart irons, among others.

President of appliances business said, "This is one of the largest product launches done by the company in recent times as we want to become more relevant as a brand across the country. We want to cater to the fast-evolving aspirations of consumers."

He added that the company will also be leveraging on this portfolio expansion to strengthen the brand's presence in the appliances segment in the Southern region, "This portfolio expansion will also help us build a stronger presence in the southern market in the segment."

- (a) Recommend the most appropriate blend of channels of distribution for optimum coverage of the market.
 - (b) What should be the criteria for selecting outlets for such a wide range of kitchen appliances ?
 - (c) Do you think a brand ambassador for such product category is called for ? Why or why not ? Substantiate.
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